

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A printer cartridge for an inkjet printer for printing onto a sheet of media fed through the printer in a media feed direction, the printer cartridge comprising:
 - printing fluid storage;
 - a pagewidth printhead in fluid communication with the printing fluid storage, the pagewidth printhead having an elongate array of nozzles such that in use the elongate array extends transverse to the media feed direction; and
 - a first electrical connector in electrical communication with said printhead and disposed adjacent a first end of the elongate array of nozzles of the pagewidth printhead for mating with a first corresponding connector of the inkjet printer; wherein during use,
 - the first electrical connector engages the first corresponding connector with a contact force that is parallel to the longitudinal ~~extend~~ extent of the elongate array of nozzles such that a longitudinally compressive force acts on the printer cartridge when it is installed in the printer.
2. (Previously Presented) A printer cartridge according to claim 1 further including a second electrical connector disposed adjacent a second end of the elongate array of nozzles of the pagewidth printhead for mating with a second corresponding connector of the inkjet printer; wherein during use,
 - the second electrical connector engages the second corresponding connector with a contact force that is parallel to the longitudinal extend of the elongate array of nozzles.
3. (Previously Presented) A printer cartridge according to claim 2, wherein the printing fluid storage, pagewidth printhead and first and second electrical connectors are attached to a body of the printer cartridge.
4. (Currently Amended) A printer cartridge for an inkjet printer for printing onto a sheet of media fed through the printer in a media feed direction, the printer cartridge comprising:
 - an elongate body including printing fluid storage and adapted to be received within the inkjet printer such that in use the elongate body extends transverse to the media feed direction;
 - a pagewidth printhead attached to the body and in fluid communication with the printing fluid storage; and
 - first and second electrical connectors in electrical communication with said printhead, said first and second connectors attached to the elongate body and disposed adjacent opposite ends of the pagewidth printhead for mating with corresponding first and second electrical connectors of the inkjet printer; wherein during use,
 - the first and second electrical connectors engage the corresponding first and second electrical connectors of the inkjet printer with a contact force that is parallel to the longitudinal ~~extend~~ extent of

the elongate body such that a longitudinally compressive force acts on the printer cartridge when it is installed in the printer.